BEEVINALT

A
GREAT
TONIC

BEEVINALT

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GLENDENNING'S

BEEVINALT

(REGISTERED.)

THE NEW NAME FOR

Glendenning's

Beef and Malt Wine.

A GREAT TONIC

Labelling and Casing BEEVINALT.

GLENDENNING'S

BEEVINALT

(REGISTERED)

THE NEW NAME FOR

Glendenning's

Beef and Malt Wine.

"THE LANCET"

Which is admitted to be the leading medical authority in this country, especially where articles of food and drink are concerned, has given the following unsolicited opinion of

GLENDENNING'S BEEVINALT.

"The presence of a large proportion of phosphates is distinct evidence of the presence of both malt and beef, while the important quantity of nitrogenous extractives affords further confirmation. On this account the wine is distinctly useful as a stimulant and restorative, and it is certain to present an additional dietetic quality over ordinary port wine. Moreover, the wine is said to be made from genuine Alto Douro port. It is evidently prepared with care and with good materials."

The Lancet.

GLENDENNING'S BEEVINALT (Beef and Malt Wine) was first discovered and introduced to the medical profession and the public by the late Mr. W. Glendenning some twenty-five years ago at Newcastle-upon-Tyne. After much research, in which he was aided by a life-long experience in the Wine trade as well as by a deep study of the Chemical value of foods, he at length perfected a process of combining a special type of Alto Douro Port with Parke Davis & Co.'s Mosquera Beef Jelly and Malt Extract. The object in view was to obtain an invalid and tonic wine of the highest nutritive value, which at the same time could be easily digested and readily absorbed into the system.

The continuous growth of the sale of this high-class preparation during the twenty-five years since its first discovery is the best proof that the nutritive properties contained in it have been appreciated by the public. Medical men have found that they can prescribe GLENDENNING'S BEEVINALT with a certainty of result which they cannot rely upon getting in any other preparation of a similar nature. Owing to the fact that the basis of BEEVINALT is a wine of the very highest

quality and that the Beef Jelly and Malt Extract are present in the right proportions, BEEVINALT is extremely palatable to the taste. There is none of that nausea so often found in preparations compounded of cheap materials, and which are usually offered as substitutes for BEEVINALT at a lower price.

We should like to draw attention to the fact that the popularity of GLENDENNING'S BEEVINALT has been attained almost entirely by reason of its quality. Any huge scheme of advertising would have been fatal in the interests of quality, because such expenditure would in the nature of things have to come out of the article. The proprietors of BEEVINALT from the very first decided that nothing but the very finest materials should be used and that quality should always be maintained at the highest level. To do this advertising expenditure had to be kept within the narrowest limits. The policy adopted has justified itself by the results. Wherever BEEVINALT is sold orders are repeated so that in a sense every bottle sold makes a customer. In a word the advertisement is in the bottle. BEEVINALT has attained the premier position as the best tonic for invalids by

its transparent honesty and superior quality. In this pamphlet we have embodied a few photographic (not manipulated) views of the working portion of the extensive premises used in the preparation, bottling, packing and despatching of BEEVINALT. These premises have been considerably extended during the past few years, to cope with the rapidly increasing demand coming in from all parts of the United Kingdom. We have also picked out a few testimonials sent to us voluntarily and unsolicited by medical men and the public, testifying in various ways to the benefit experienced by the use of GLENDENNING'S BEEVINALT (Beef and Malt Wine). It is our unpleasant duty to warn the public against the many substitutes introduced since the first discovery of BEEVINALT and which are so frequently thrust upon the purchaser when BEEVINALT is asked for. It is all done for the sake of extra profit. BEEVINALT leaves the trader a fair and living profit. Substitutes are offered and pushed because they leave a very large profit. The reason is obvious, and we advise purchasers to insist always upon having BEEVINALT, which is sold by Chemists and Grocers with a Wine License, as well as by Wine Merchants, at 2/-

BEEVINALT Bottling Department.

and 3/9. Upon application to any of the following addresses the name and address of the nearest Agent in any part of the country will be supplied, but if there is no Agent in the immediate district a supply will be sent direct carriage paid.

W. GLENDENNING & SONS, LTD.,

ST. MARY'S PLACE, NEWCASTLE-UPON-TYNE ;

170, SHAFTESBURY AVENUE, LONDON, W.C. ;

and

49, ST. ENOCH SQUARE, GLASGOW.

—

Established 1867.

GLENDENNING'S BEEVINALT

SOLD EVERYWHERE BY LICENSED GROCERS, CHEMISTS, AND WINE MERCHANTS,

AT 2/- AND 3/9.

TESTIMONIALS.

In reference to your letter concerning your preparation of Beef and Malt Wine, which I have given extensively, I am glad to be able to report most favourably. But seeing chiefly one form of disease, I fear my opinion is limited; in it, I have found it of the greatest service, though it must be given only in suitable cases and in suitable doses. In pure Rheumatoid Arthritis, a nervous disease of debility, it can be administered freely and in good quantities at a time, say, a port-wine glassful three or four times a day (debility here playing an all-important part), and it has proved of the very utmost value. In Rheumatic Arthritis, a disease of Rheumatic origin, and Rheumatism being present always more or less, it ought never to be given. In an Arthritis of Gouty origin, it ought to be administered with caution, but I have invariably found some given at about 10 or 11 in the morning beneficial, though if given more often it has not done so.

M.D.

Your Beef and Malt Wine I highly recommend to my patients, having used it myself for a considerable time. Great sustaining powers are derived by the daily use of the Wine.

M.D.

I am pleased with your sample of Beef and Malt Wine. If, as the "Lancet" says, the Wine in the preparation is of a superior quality, I have no hesitation in saying that Glendenning's Beef and Malt Wine will find favour with the Profession. Influenza has broken out here again, and already I have given your name to four of my patients, recommending your Wine.

M.D.

I am glad to say I am much better, in which improvement your Wine played no small part. I have been uniformly successful in the cases where I used your Wine; the first case I used it in, I think, thoroughly proved its worth—it was a child of three years, recovering from a bad attack of Pneumonia: she refused all nourishment until I used your Wine; she steadily improved from that on. I use it in a great number of cases, and shall continue to do so.

M.D.

You sent me a sample of your Wine about four years ago: since then I have recommended it to my patients, and when any of my children are run down they resort to Glendenning's. I have a patient who is bordering upon ninety years of age; I shall be glad if you will send her a bottle.

M.D.

Bottles Ready for Filling with BEEVINALT.

Your note of the 1st inst. has been forwarded to me. I received your Wine last year, and was much pleased with it. I believe it will be valuable in certain cases, and I have recommended it, and shall probably order it in the future.

M.D.

March 2nd, 1900.

A short time since I asked you to forward a bottle of your wine to a female patient of mine. I am pleased to say she reports to me that she has received considerable benefit therefrom, and I understand is now getting your Wine from your local agents.

I beg to acknowledge receipt of your sample bottle of Beef and Malt Wine, and to say that we much appreciate its value. We also know Mr. Shepherd, your local agent for the same, and shall not fail to get more as soon as required.

M.D.

I delayed writing to thank you for the Beef and Malt Wine, for which I am much obliged, until I had finished the bottle. I was feeling very overdone when I commenced it, and derived very much benefit from it. I shall be glad to recommend it to my patients when I am strong enough to begin work.

M.D.

I beg to say that I consider the Wine a most useful Tonic. I received it at a time when I was far from well and full of hard work, and found it made a very good pick-me-up. I have had occasion to recommend its use to some of my patients.

M.R.C.S., L.R.C.P.

I have extensively prescribed it to old and young patients in convalescence following acute and febrile complaints with most gratifying results.

L.R.C.P., L.R.C.S.

I have pleasure in saying that the sample half bottle of your Beef and Malt Wine sent me a year ago was used by myself, and found to be an excellent nutrient stimulant, and it and succeeding bottles got have proved of signal service in the influenza from which all my household were suffering. I formed a most favourable opinion of it, and gave away the name cards you sent to various patients, and most of them got the Wine and took it to their advantage. I will so use the three cards your letter encloses, but a dozen or two would be better. Even with name so written down for them and carried about by the doctor in his visiting list for the purpose, everyone, and especially the poorer class of patients, are apt to neglect to get that particular wine; but, as you say, a medical man's recommendations is worth not a little.

M.R.C.S.

I have disposed of my practice in Oldbury, and am practising at above address. As I ordered your Beef and Malt Wine very extensively at Oldbury, I will do the same here.

L.R.C.P.

I am much obliged for the Wine you have kindly sent to my poor patient, more especially since it requires no recommendation, being a well-known article. I would certainly be interested to taste it myself, since I have recommended it for the last two years or so.

M.B.

I have never failed to recommend Glendenning's Beef and Malt Wine wherever and whenever I could.

M.R.C.S.

Many thanks for the sample of Beef and Malt Wine. I have now prescribed it for some time, and continue to do so, it is so beneficial.

M.D.

Having heard your Beef and Malt Wine spoken of with good results, would you kindly send me a sample bottle of same, together with all particulars and where it can be obtained in this city? If suitable, I would be pleased to recommend its use.

M.D.

Corking and Capsuling BEEVINALT.

33, Stockport Road, Hyde,
28th May, 1902.

I feel confident that where a Tonic Wine is required it cannot fail but to have the desired effect. Therefore, I shall have much pleasure in recommending it to my customers.

C. LYON (MASON AND BURROWS).

33, Arlington Street,
Off Woodlands Road, Glasgow.

I have great pleasure in recommending your Beef and Malt Wine as a restorative, having found personal benefit from its use.

Nurse MARY WILSON.

172, Maryvale Road,
Bournville, Birmingham.

I have found it very beneficial, and have obtained a further supply from one of your Birmingham agents. I shall have pleasure in recommending it.

Mrs. S. NAYLOR.

81, Victoria Road, Dundee.

It is really as good as represented, and very strengthening when the system has been allowed to go too far down. I was suffering from the effects of a chill, and it did me a great deal of good.

L. L. M'GLASHAN.

Penton Villa, 504, Stapleton Road, Bristol,
15th May, 1899.

I have come to the conclusion that it fully merits all that you claim for it. If in the course of business I have an opportunity of recommending it to customers, I shall now do so with the utmost confidence.

A. G. WILLS.

37, Toll End Road,
Tipton, Staffs.

Kindly send per return of post one large or two small bottles of your famous Wine. We cannot obtain it about here; chemists try to palm other makes instead. I can safely say there is none to equal yours. I have tried others, but do not get such results as from yours. I have used scores of yours in Wigan. I enclose 4s. P.O.

W. H. SMITH.

167, Tachbrook Road,
Belgrave Road, London.

Having sampled your Beef and Malt Wine some twelve months ago, and using it frequently since, I must speak as I find it a perfect Voice Tonic, and can strongly recommend it. Wishing you every success.

WM. D. VINCENT (Tenor).

206, Charles Road,
Birmingham.

Nurse Gidwell thinks your Beef and Malt Wine excellent, and will most certainly recommend highly.

60, St. Paul's Road,
Barnsley.

I got your Wine through the recommendation of Dr. W——, and cannot speak too highly of it. I think it very nourishing, and will recommend it whenever I have the opportunity.

JOHN JONES.

I have been in the habit for several years of prescribing, in hospital and private cases, various preparations of Beef and Malt Wine with Wine, and I have found them, as a rule, very valuable in chronic cases of debility or as a restorative after long and exhausting illnesses, supplying nutrition in a form in which it can be assimilated with readiness where bulky food could not be tolerated. Of all the preparations of this nature coming under my notice, Glendenning's Beef and Malt Wine is the strongest, purest, and most refined, so that I anticipate for it a large sale, and I look upon it as a distinct gain to the dietary of the invalid and to the resources of the medical man.

F.R.C.S., etc.

BEEVINALT Bottling Department.

Ashby Houses, 14, Windermere Street,
Leicester.

GENTLEMEN,—I feel it is my duty to inform you of the great amount of good your Beef and Malt Wine has done me. It was recommended to me by the family doctor, and I received great benefit after the first dose or two. Previously to trying your Beef Wine I had tried a greatly advertised brand of wine and been greatly disappointed with it, and although the makers claim to make it of the same ingredients there is a something which is lacking, and that something makes all the difference. I have been getting the Wine through Mr. Berridge, of this town, and have notified him of the great help it has been in bringing me to a state of sound health again. Trusting the sale of this wine will increase as it deserves to do.

I remain, sincerely yours,
H. GUTTERIDGE.

I think very highly of it. The foundation Port is excellent.

M.D.

Your Beef and Malt Wine I have tried in a few cases; patients seem to like it, and say it is more palatable than any they have before used. I agree with them, and think it quite a good thing.

M.D.

I have had great pleasure in recommending your Beef and Malt Wine to my patients, and it appears to me a very useful and valuable preparation.

M.D.

I have ordered your preparation of Beef and Malt Wine to my patients for certain conditions, (1) especially delicate children, where strength and nutrient food is required, I have found it very useful: (2) tonic in epileptic children; (3) in anæmia; (4) patients convalescent from severe illnesses. In conclusion, it is a preparation very useful in health, when one is worn out and fatigued.

M.B. and C.M.

I have ordered Glendenning's Beef and Malt Wine to my patients.

F.R.C.S.

I have much pleasure in testifying to the highly gratifying results obtained by the use of your Beef and Malt Wine. Having recommended it in my practice for some time now, I can safely assert that it is a highly nutritious and excellent combination —most useful in many cases of wasting disease and exhaustion. I can confidently recommend it to the medical profession.

M.B.C.M.

I have ordered your Beef and Malt Wine in numerous cases of anæmia and debility, both in children and adults, and have every reason to believe that in a number of cases it was highly efficacious. The base is a good, sound Port Wine, and I presume that the important ingredients, viz., the Extracts of Beef and Malt, are in such appreciable proportions as to insure its beneficial properties.

M.R.C.S., L.R.C.P.

Your Beef and Malt Wine I have frequently ordered lately, and find it very beneficial in long and exhausting illnesses such as typhoid fever. It is readily taken by the patients, has great sustaining powers, and is very suitable for bridging over that dangerous period when solid food cannot be taken.

M.D.

I have found your Beef and Malt Wine of undoubted value in cases of general debility. I consider it a genuine preparation, and find when once introduced to patients it is its own best recommendation.

M.R.C.M.

I must return you my thanks for samples. I have occasion to recommend your Wine constantly, and find it still holds its high place as a restorative.

M.D.

I have used your Beef and Malt Wine in an extensive practice, and can testify to its stimulating properties. More especially have I found it effective in cases recovering from protracted illnesses.

M.B.C.M.

I have pleasure in informing you that for the past three years I have prescribed your excellent Beef and Malt Wine as occasion required in my practice.

M.D.

Thanks for sample bottle of Beef and Malt Wine, a preparation I find excellent for suitable cases, and one that I have ordered when required for some time past.

M.D.

Dr. G——is much pleased with the sample of Glendenning's Beef and Malt Wine, and would be obliged if you would send a sample to one of his patients.

I use your Wine daily in my own house.

M.D.

I am pleased to state that your Beef and Malt Wine has given complete satisfaction wherever I have recommended its use, especially in cases of convalescence after Influenza.

M.B.

Dr. T——begs to thank Messrs. Glendenning for their samples, and trusts the sale of their preparation will continue to meet with the success it deserves.

It has been my practice to prescribe Glendenning's Beef and Malt Wine during the course of debilitating disease, also during convalescence from acute disease, and have found the Wine a valuable stimulant and restorative both for children and adults.

M.D., D., P.H.

As a combination of nutrition and stimulation I have found your Beef and Malt Wine extremely valuable, as it can be borne by the stomach when food and other stimulants are rejected. It is particularly serviceable in the debility of old age.

L.R.C.S., Eng.

I have prescribed your Wine now for some time extensively, and shall continue to do so because of the intrinsic value of the Wine.

M.D.

Your Wine I have for some time regularly ordered my patients to get when in need of a tonic stimulating wine during convalescence, and I have found it extremely beneficial in many cases.

M.D.

BEEVINALT Despatching Department.

I think I neglected to let you know that I considered your sample of Coca Wine excellent. The Beef and Malt Wine I have also experience of, and it gives me pleasure in saying that I recommend both to my patients.

M.D.

You recently sent a sample of your Beef and Malt Wine, for which I thank you. I have tried some of the Wine myself, and find that it has a pleasant taste and is an excellent restorative. I shall have pleasure in suggesting it in suitable cases.

M.D.

Kindly send me three bottles of Glendenning's Beef and Malt Wine, for which please find P.O. enclosed. Your representative left me a bottle, and I am so pleased with the result on a case that I should like to give a further trial.

M.D.

Your Beef and Malt Wine really is a good preparation, and I continually use it.

M.D.

Your Wine is excellent.

M.D.

We prescribe a large quantity of your Beef and Malt Wine.

M.D.

You do not say if you care for expressions of opinion, but I am pleased to say that I like your Beef and Malt Wine better than any other preparation of the kind with which I am acquainted.

L.R.C.P., L.R.C.S.

I shall have much pleasure in recommending in suitable cases, as I think it a very valuable combination.

M.R.C.S.

You will be hearing from a number of people about your Beef and Malt Wine. I think very highly of the preparation, and am not only ordering it to my patients here, but to the large clientele I have all over the country.

M.D.

I am much pleased with the sample of Beef and Malt Wine you sent me through Dr. Wingfield's recommendation. I shall order it to patients, and have advised the leading chemists here to keep a stock for me.

M.D.

It is indeed a very fine preparation.

M.D.

I shall be glad to try a bottle of it for a little patient of mine here, whom I think it will suit admirably, and it will be a good advertisement among her friends; but it would not do nicely to send it to her direct: I can do that better. I have tasted your Wine, and consider it a most beautiful preparation; the wine is also of superior quality.

M.D.

I am quite familiar with your Wine, and use it in preference to any other Beef and Malt Wine.

M.D.

I have already prescribed your Beef and Malt Wine to two or three of my patients, but up till now they have been unable to get it either here or in Bradford. Kindly send me your agents' names.

M.D.

I look on your Beef and Malt Wine as an excellent tonic, and will be pleased to prescribe it in suitable cases. The flavour is much finer than any wine that I have seen for a considerable time.

M.D.

I have ordered your preparation of Beef and Malt Wine to my patients and found it very beneficial in long and exhausting illnesses, such as typhoid fever. I have tried the Wine myself, and find that it has a pleasant taste, and is an excellent restorative.

L.R,C.P., M.R.C.S.

The originals of these Testimonials are in our possession. All Names and Addresses have been suppressed in accordance with Medical etiquette.

Beef Jelly for making BEEVINALT.

Empty Bottle Store.

GLENDENNING'S

BEEVINALT

THE NEW NAME FOR

GLENDENNING'S BEEF AND MALT WINE.

The Great Nourishing

TONIC WINE.

The best for Invalids, Convalescents and those who require a nutritious tonic.

BEEVINALT

A
GREAT
TONIC

BEEVINALT